



Security BSides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Events such as BSides enable individuals to drive the event, shape the media, and encourage participation. BSides are community events put on by local individuals with the express goal of enabling a platform for information dissemination. BSides is an 'unconference' that follows the 'open spaces' format. This varies from structured presentations to smaller break-out groups, but both provide a direct connection between speakers and the audience. Thousands of people have attended and written about their experience at BSides events worldwide. BSides are community-organized, volunteer-driven, and corporate-funded.

BSides South Florida is a local non-profit that was founded by several of the region's leading security executives to bring this unconference to our local area. The goal of the conference is to open up opportunities to students, researchers, and industry veterans alike, sharing what South Florida has to offer. You can find the profiles of the leadership team on our [website](#).



# Support and Sponsorship

## The Value of Sponsorship

The goal of BSides is to offer small, intimate events where all participants can engage with each other to help develop connections, friendships, and network with different industry professionals.

We recognize the value in engaging a smaller audience and being the big fish in a small pond. Every organization will have different goals and priorities, which is why we offer different levels of participation for every individual, group, or organization. We specifically designed several different options for any-sized organization to participate and support this event.

## Reasons to Show Your Support

We recognize your desire to not only support a great event but also to see a return on your investment. The following is a list of direct benefits you may see as an event sponsor.

**Brand recognition and awareness:** Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: t-shirts, signage/lanyards, meal sessions, Happy hour, or attendee badges. Based on your level of participation, creative and custom branding may be arranged

**Big fish, small pond:** For some, sponsoring large events is not within their price range, leaving them with no option for communicating their message. BSides is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a BSides event enables you to be that big fish in a small pond and better communicate your message to an active audience.

**Stay in touch with the industry:** BSides enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people whom you want to engage to solicit feedback and bring a voice to your conversation.



***Stay abreast of the next big thing:*** Nobody knows what the “next big thing” will be, but these events are community-driven with presentations voted upon by the volunteers. There is no magic to how it works, but we believe that listening to cutting-edge researchers can help prepare you and help identify what the next big thing might be.

***Local leaders and cyber experts:*** BSides is *locally driven*. Our goal is to bring together not just the technical experts, but the executive leaders from the region as well. With our offering of both technical and leadership tracks, you can be sure that all levels within the market will be in attendance.

## **Sponsor Raffle**

At the conclusion of the event, each sponsor will have the opportunity to draw a name from their collected entrants. The raffle will kick off the happy hour and will have everyone's full attention on your company's name and product. What you choose to raffle is up to you and is completely optional, but it is yet another opportunity to have your company highlighted in front of the entire attendee group.



# SPONSOR BENEFITS BY LEVEL

The following are various support packages that enable you to not only show your support but also brand that support.

	Platinum Venue (1 Available)	Platinum (2 Available)	Gold (8 Available)	Silver* (3 Available)	Basic (32 Available)
<b>PRICING</b>	\$10,000	\$8,500	\$7,500	\$5,000	\$2,000
Top-listed & highlighted on all marketing & presentations	X				
Recognition at all Keynote Sessions	X	X			
Keynote Participation (Lunch/Evening)	X	X			
2 Complementary Passes. 25% Discount on additional passes	X	X	X	X	X
Recognition in all Breakout Sessions	X	X	X	X	
Recognition in Social Media Releases	X	X	X		
Recognition of Special Sponsorship: (1/sponsor)	X	X	X		
Venue Sponsor	X				
Reception Sponsor		X			
Breakfast/Midmorning Snack (2 Available)			X		
Lunch/Afternoon Snack (2 Available)			X		
Happy Hour (Food & Bev)		X			
Executive Roundtable (4 Available)			X		
T-shirt Sponsor and Boards	X	X	X	X	X
*Conference Lanyard Sponsor				X	
*Challenge Coin				X	
*Conference Badge Sponsor				X	
Exhibitor Space (Table)	Premium Location	Premium Location	Premium Location	Vendor Hall	Vendor Hall
2 Additional Complementary Passes	X	X	X		

\*Silver sponsors can choose one (1) of the custom options listed



# Sponsor Terms and Conditions Agreement

- **Sponsorship Agreement:** between the event-specific BSides South Florida organizer (“Organizer”) and (“Sponsor”) is valid from the date it is fully executed through the end of the sponsored event.
- **Payment:** Full payment must be made via the Whova Sponsor Registration Page. Failure to pay the full balance will subject the sponsorship to cancellation.
- **Agreement Acceptance:** Providing payment via the Sponsor Registration Page indicates full acceptance of these Terms and Conditions.
- **Sponsor Marketing Use Agreement:** Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of BSides South Florida”.
- **Production Timeline:** In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer-related submission deadlines:
  - Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.
  - All items will be submitted one month prior to the event or production deadline.
- **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Organizer to use Sponsor’s trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
- **Sponsor Trademark Usage:** Notwithstanding Section 4 above, Sponsor agrees to allow Organizer the right to use Sponsor’s trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:
  - The Web banner to be posted on the event and BSides South Florida Web pages
  - Sponsor benefit items that the Organizer detailed in the Support Package section
  - Any Exhibit Hall promotional banner and signage/lanyard, etc.
- **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor’s website to the event-specific and BSides South Florida websites, and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and thereafter unless removal is requested by Sponsor.
- **Non-endorsement:** The use of Sponsor’s name within BSides South Florida or event-specific websites or mailing lists does not constitute endorsement by BSides South Florida or Organizer of the Sponsor, the Sponsor’s services, products, or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by BSides South Florida or the Organizer.
- **Non-exclusivity:** Organizer does not award exclusive sponsorship or establish exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and BSides South Florida or Organizer.
- **Limited Liability:** In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents, Organizer from fulfilling, in part, or all of, Sponsor’s promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organizer, BSides South Florida, as well as their respective Board of Directors and employees harmless from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
- **Force Majeure:** Organizer, or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.
- **Date/Venue Change:** The Organizer reserves the right to change the event date or location due to unforeseen reasons such as hurricanes, floods, or venue issues.
- **Rejection:** The Organizer reserves the right to reject a potential sponsor for any reason.
- **Entire Agreement:** This and all attachments here to constitute the entire Sponsorship Agreement.